

# IS YOUR LOGO HURTING YOUR BRAND?

10 Things You Absolutely MUST Get Right  
When It Comes to Your Logo



1

## PROFESSIONAL

Does your logo make a good first impression? Project the right image? Is it visually appealing?

2

## CURRENT

Was your logo designed on a trend and now looks dated? Does it keep up with new competition?

3

## AUDIENCE

Does your logo connect with your audience? Is it memorable or is it easy to forget?

4

## UNIQUE

Does your logo contain stock or clip art? Does your logo copy other logos?

5

## SIMPLE

Is your logo simple? It should not use a gradient, complex pattern or drop shadow. Is it easy to draw?

6

## RIGHT FONTS

Does your logo use only one or two fonts? Are they easy to read? Do they evoke the right emotion?

7

## RIGHT COLORS

Do your colors harmonize? Do they match your audience? Do they evoke the right emotion?

8

## GOOD STRUCTURE

Does the icon align well with the text? Is the letter spacing good? Are colors consistent?

9

## VERSATILE

Can you use your logo in multiple places and sizes? Does it look good in black and white?

10

## RELEVANT

Is your logo relevant to your company and product? Is the graphic or symbol relevant?

# IS YOUR LOGO HURTING YOUR BRAND?

## 10 Things You Absolutely MUST Get Right When It Comes to Your Logo

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- Professional** – Insure that your logo looks professional. It needs to make a good first impression and project the right image. It needs to send a clear and simple message. Its look and feel needs to be consistent and have an overall visual appeal.
- Current** – Insure that your logo doesn't look outdated. You need to make sure to not create a logo that is following a current trend or fashion that will be outdated in coming years. Also, when following a trend, it's hard to be unique as trends are often overused. Be sure that your logo keeps up with new competition and doesn't look outdated when compared.
- Audience** – When creating your logo, your audience and customer base should always be your first consideration to ensure that it connects with them. Make sure that whatever design you choose is memorable, you don't want to be forgotten.
- Unique** – Never copy other logos or use stock or clip art. Others have access to it and you will never be able to trademark it.
- Simple** – Logos should be simple and never overly complex. Never use a photo or complex pattern. Never use a gradient. Never use a drop shadow. Never use irrelevant symbols. Never use more than one shape in addition to the text. When using a symbol or icon, it should be simple enough to sketch in 5 seconds.
- Right Fonts** – Never use more than two fonts. The fonts should be easy to read and evoke the right emotion or personality for your company.
- Right Colors** - Colors should always harmonize and not clash. They should not be too bright, or they won't look good in print. Make sure your colors match your industry and audience. Also, make sure your colors evoke the right emotions.
- Good Structure** – Make sure your logo has good structure. The icon should align well with the text. The baseline text should be the same length or at least center on the top line. Make sure the colors used in the icon are the same as the colors in the text. The fonts should be readable and the letter spacing should look good.
- Versatile** - Your logo should look good in both solid black and solid white. It also should work on both a black and a white background without adding a box around it.
- Relevant** – Your logo should be relevant to your company and product. Make sure the graphic or symbol is relevant.



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